

Rep Order# 8875300 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37497

Printed: 10/16/2012 9:59 AM
Last Received: 10/16/2012 7:51 AM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () OBAMA, BARACK
Product OBAMA/P/D
Estimate# 1904
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1904
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$28,125

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	2	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$200.00	10/09-10/15	4	1	4	\$800.00	
	7	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$95.00	10/13-10/13	1	1	1	\$95.00	
	9	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$300.00	10/09-10/15	5	1	5	\$1,500.00	
	15	TU-F,M	1100A-1200P	YOUNG & RESTLESS	:30	\$1,925.00	10/09-10/15	0	0	0	\$0.00	
	20	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$325.00	10/09-10/15	5	1	5	\$1,625.00	
	*21	TU-F,M	1230P-200P	THE BOLD AND THE BEAUTIFUL/DEAL	:30	\$375.00	10/09-10/15	0	0	0	\$0.00	
		Sales Remark: V5 . V5 Comment Changed, Spots/week Changed										
	22	TU-F,M	200P-30CP	THE TALK	:30	\$375.00	10/09-10/15	1	1	1	\$375.00	
	23	TU-F,M	300P-40CP	ELLEN	:30	\$425.00	10/09-10/15	5	1	5	\$2,125.00	
	24	SA	530P-60CP	POLITICS NOW	:30	\$275.00	10/13-10/13	1	1	1	\$275.00	

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	25	SU	530P-600P	INSIDE EDITION	:30	\$165.00	10/14-10/14	1	1	1	\$165.00	
	26	TU-F,M	430P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$450.00	10/09-10/15	3	1	3	\$1,350.00	
	27	TU-F,M	630P-700P	INSIDE EDITION	:30	\$325.00	10/09-10/15	2	1	2	\$650.00	
	28	TU-F,M	700P-800P	ET/INSIDER	:30	\$350.00	10/09-10/15	2	1	2	\$700.00	
	29	SA	700P-800P	ET WEEKEND	:30	\$220.00	10/13-10/13	1	1	1	\$220.00	
	31	F	1000P-1100P	BLUE BLOODS	:30	\$5,600.00	10/12-10/12	0	0	0	\$0.00	
	33	SU	900P-1000P	THE GOOD WIFE	:30	\$5,600.00	10/14-10/14	0	0	0	\$0.00	
	34	TU-F,M	137A-237A	E PLAYGROUND	:30	\$40.00	10/09-10/15	2	1	2	\$80.00	
	35	SA	1235A-135A	DAVINCI	:30	\$50.00	10/13-10/13	1	1	1	\$50.00	
	36	SU	1205A-105A	CRIMETIME	:30	\$40.00	10/14-10/14	1	1	1	\$40.00	
	37	TH	900P-1000P	BIG BANG/TWO HALF MEN	:30	\$9,450.00	10/11-10/11	1	1	1	\$9,450.00	
	38	TH	1000P-1100P	PERSON OF INTEREST	:30	\$8,000.00	10/11-10/11	1	1	1	\$8,000.00	
	39	TU-F,M	600A-700A	NEWS	:30	\$250.00	10/09-10/15	1	1	1	\$250.00	

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	*40	SA	500P-700P		:30	\$225.00	10/13-10/13	1	1	1	\$225.00	
			Buyline Comment: NEWS									
			V5 Added									
	*41	SU	600A-63CA		:30	\$150.00	10/14-10/14	1	1	1	\$150.00	
			Buyline Comment: NEWS									
			V5 Added									

—REPORT TOTALS—

Report Totals: 40 / \$28,125.00

—SALES MONTHLY TOTALS—

Oct 12: 40 / \$28,125.00

Sales Totals: 40 / \$28,125.00

Station Totals: 40 / \$28,125.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$93,750	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+